



# Augie's Quest: One Man's Journey from Success to Significance

*T.R. Pearson, Augie Nieto*

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What happens to "orphan" diseases that aren't big enough profit centers for the pharmaceutical industry or get caught in the web of government funding and academic research? Augie Nieto found out in the spring of 2005: At forty-seven years old he was diagnosed with ALS. Devastated, Augie struggled with depression and attempted suicide. When he awoke from a coma, with friends and family surrounding him, his sense of faith and mission were renewed.

Fast-forward one year: Augie and his wife, Lynne, were profiled as "Real Heroes" on the Today show. Their determination to beat the disease had already led to major overhauls in the way ALS research was conducted. In partnership with the Muscular Dystrophy Association, Augie had set up a foundation and lab to coordinate and oversee ALS research and testing across the globe. By centralizing operations and championing an entrepreneurial approach to medical research, Augie and his team accomplished remarkable results in less than two years. Part inspiration, part business innovation, *Augie's Quest* illustrates how one person can make a meaningful difference.

Praise for Augie Nieto:

George H. W. Bush, former U.S. president: "Your contributions to the fitness industry are well known, and your dedication an inspiration." Lance Armstrong, seven-time "Le Tour de France" champion: "I think it says a lot about Augie, the fact that everybody came together regardless of whether or not it's for competing gyms or competing companies that make equipment. They all say, this is one of our own; this is a guy who's committed his life to our industry and has been dealt a serious blow. We're going to be there for him, we're going to say, we're here for you and we're part of the Quest." Arnold Schwarzenegger, governor of California: "Your success has been incredible. But you are so much more than just a successful businessman. You are the greatest husband, a great father, and a terrific friend. So,

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In this period of time globalization it is important to someone to obtain information. The information will make professionals understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of referrals to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. Often the book that recommended to you personally is Augie's Quest: One Man's Journey from Success to Significance this reserve consist a lot of the information with the condition of this world now. This kind of book was represented how do the world has grown up. The language styles that writer value to explain it is easy to understand. Often the writer made some research when he makes this book. Honestly, that is why this book suited all of you.

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